

## **AMENDMENTS TO THE SPECIFICATION**

Replace the Paragraph beginning at Page 9, line 6, with the following replacement paragraph:

The method begins in step 70, where a utility resource within the web server 12b (not shown) identifies the relevant content objects for the web object 34. In particular, the utility (e.g., the commercially available ~~BLUEFRAME™~~ BLUEFLAME™ technology from Fireclick, Inc.) identifies from the HTML page 34 the relevant content objects which are identified for example by the uniform resource identifiers 44. Alternatively the content objects can be identified manually by a webmaster. The server process 32 stores in step 72 the identified content object in the tag file 36, and generates an index that references the tag file 36 with the corresponding web object file 34. The web server 12 is then ready to process incoming HTTP Get requests.

Replace the Paragraph beginning at Page 9, line 14, with the following replacement paragraph:

In response to receiving an HTTP Get request for a web object in step 74, the server process 32 retrieves in step 76 the web object file 34 and the corresponding tag file 36. The server process ~~72~~ 32 determines in step 78 whether the tag file 36 specifies the identifiers in HTTP or HTML, for example by parsing the tag file 36, or based on a prescribed name extension assigned to the tag file 36.